

ORDER



Orders	Order / Rev:	168862
	Alt Order #:	06364593
	Product Desc:	ROMNEY 4 PRESIDENT
	Estimate:	288
	Flight Dates:	10/05/12 - 10/09/12
	Original Date / Rev:	10/05/12 / 10/05/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	American Rambler Productions
	Buying Contact:	Stephanie Kincaid
	Billing Contact:	
		139 Conant Street
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/M Romney/R/Pres/US
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	15	\$7,050.00	\$5,992.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$7,050.00	\$5,992.50	0.00
Totals	15	\$7,050.00	\$5,992.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

WDJT-TV-LP	13%	\$7,050.00
Market	100%	\$54,230.77

Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	13%	\$7,050.00
WITI	60%	\$32,538.46
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	14%	\$7,592.31
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/08/12	10/08/12	Morning News M-F 6a - 7a	DM	6a-7a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$50.00		0.00			
E 2	WDJT	10/09/12	10/09/12	Morning News M-F 6a - 7a	DM	6a-7a	-1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----		1				\$50.00		0.00			

Order / Rev: 168862
 Alt Order #: 06364593
 Flight Dates: 10/05/12 - 10/09/12

Advertiser: Poli/M Romney/R/Pres/US
 Product Desc: ROMNEY 4 PRESIDENT
 Estimate: 288

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/09/12	10/09/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$50.00		0.00			
E 4	WDJT	10/09/12	10/09/12	News at Noon News at Noon	CM	12p-1230p	-1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$150.00		0.00			
E 5	WDJT	10/08/12	10/08/12	News at Noon News at Noon	CM	12p-1230p	2-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----					2	\$150.00		0.00			
E 6	WDJT	10/08/12	10/08/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$300.00		0.00			
E 7	WDJT	10/09/12	10/09/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$300.00		0.00			
E 8	WDJT	10/09/12	10/09/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$750.00		0.00			
E 9	WDJT	10/08/12	10/08/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$750.00		0.00			
E 10	WDJT	10/08/12	10/08/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$750.00		0.00			
E 11	WDJT	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM)	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$750.00		0.00			
E 12	WDJT	10/07/12	10/07/12	Face the Nation Face the Nation	CM	930a-10a (9:30 AM-10:00 AM)	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$750.00		0.00			
E 13	WDJT	10/07/12	10/07/12	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a	-----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$100.00		0.00			
E 14	WDJT	10/07/12	10/07/12	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$2,000.00		0.00			
													Totals	15	\$7,050.00